

# **P.E.A.K. APPALACHIAN PROJECT**

## **(Providing Education and Aid to Kids)**

Name: **Sam S.** Block: **A**

Other Group Members: **Alexa Y. & Maddi M.**

### **Reflection and Evaluation**

*Students are expected to reflect on the themes and issues encountered during the project, and to evaluate creative development and processes.*

**Directions:** In the space below, please analyze your service project. Consider the following topics: interest and enthusiasm, creativity, usage of skills, group dynamics, and individual participation. Make sure you are highlighting things that were done well and areas of improvement. Be as specific as possible! Do not talk in generalities. You should evaluate yourselves on the following standards:

- Students are expected to apply knowledge, understanding, skills and strategies to develop and elaborate ideas, themes or compositions.
- Students are expected to have a knowledge and understanding of public service announcements.
- Students are expected to develop an aesthetic, cultural and critical awareness, and to engage with innovative concepts.

***The fact that this project was meant to provide aid to the needy of the Appalachian area greatly increased our enthusiasm. We were more willing to put forth our best effort with this project because we knew that it was going to benefit others. Depending on my mood, I had lapses of enthusiasm, but only because I was tired or just moody. The group was the perfect size because three is just enough to keep the morale up but not get too crazy. One of the most interesting parts for me was the research, which opened my eyes to the poverty of the infants in that region. For example, we discovered that some parents are so ashamed of not being able to provide for their children that they refuse to visit a food bank.***

***I for one think we were very creative. We marketed our charity through a commercial that tugged on the heartstrings. Of course, it's easy to put cute babies in a slideshow. However, we did it with class and sophistication in our design. We worked very hard to hone the video. In the creative selection process, we made sure that all ideas were out on the table. Since we were all friends beforehand, it was easy for us to not be embarrassed by our ideas. Similarly, when making creative decisions, I made sure everyone has a share of the solution. For example, Alexa wanted to write the word "percent," and Maddi wanted to use the percent symbol. Despite how trivial that issue seems now, we had to come to a compromise. We decided to use the symbol, but then let Alexa use the Justin Bieber song she was begging to use. Perhaps we could have flexed our creative muscles a bit more, considering we all take art.***

***Maddi, Alexa and I are all very different. We therefore have a lot of different skills. Because I have a computer at home and am quite adept at iMovie, I was in control of editing and designing the movie. I also filmed the part at the beginning. Maddi and Alexa focused on writing the script for the announcement that we make at the end. Alexa provided props and both Maddi and Alexa acted in the clips at the introduction. We worked well together and I enjoyed working with people who have different interests than me. This made the group perfect, because nobody was clamoring for a single job. We all wanted different ones, because we were more skilled at different things.***

***We did most of the research individually. For example, one day Alexa wasn't here so Maddi and I just researched the entire time. I also researched at home (I'm not sure about them,) and looked for pictures on the slideshow. Alexa also found some pictures but unfortunately she forgot them on the day of movie editing so they didn't make it in the movie. After the main editing was done, I polished it off with transitions and volume levels for the music. I believe that we each contributed as much as we could into the project, which helped it turn out well. We do need to work on communicating more out of class, especially when group-members are absent.***

***I think that we applied knowledge effectively, because we thought that the best way to help is target the future of that area. We learned a lot from the teleconference and documentary and based most of our project off those. Also, I did some research on public service announcements. I found out that they are made to raise public awareness, sometimes (but not always) highlighting an organization to benefit others in need. These must be persuasive, and so they usually have some persuasive techniques such as heartstrings, testimony, etc. We chose heartstrings because, frankly, who can resist a cute baby crying? Thanks to this project and Wish You Well, I have become more aware of the poverty stricken area that is not so far away from us. By using our creativity and work ethic, perhaps we can improve the living conditions of infants and children in that region.***